

ESTTA Tracking number: **ESTTA770780**

Filing date: **09/15/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant:	<b>Televisa, S.A. de C.V.</b>
Application Serial Number:	<b>86406862</b>
Application Filing Date:	<b>09/26/2014</b>
Mark:	<b>PLAN B</b>
Date of Publication	<b>08/23/2016</b>

## **First 90 Day Request for Extension of Time to Oppose for Good Cause**

Pursuant to 37 C.F.R. Section 2.102, Plan B Entertainment, Inc., c/o Bloom Hergott et al, 150 South Rodeo Drive, Beverly Hills, CA 90212, UNITED STATES, a corporation organized under the laws of California, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 09/22/2016. Plan B Entertainment, Inc. respectfully requests that the time period within which to file an opposition be extended until 12/21/2016.

Respectfully submitted,

/lea/

09/15/2016

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